What's a girl like her doing in a medical journal?

This woman is looking for trouble.



Smart gal. By looking for trouble, she'll probably avoid the leading cause of cancer death in women today.

She knows the facts about breast cancer. That most cases are curable, but only if you find it early. And that there's a simple way to find trouble by examining yourself.

So once a month, she looks for that little lump that's probably a harmless cyst. And even if it's a harmful one, she knows it can be brought under control—if it's caught in time and brought to her doctor's attention. She's not afraid of finding it. She's only afraid of not finding it in time.

Ignoring trouble won't make it goaway. So write to the America Cancer Society at 44 E. 53rd Street, New York, N. Y. 10022, for a booklet on Breast Self Examination and for your ticket for a free examination. And start looking for trouble. It could save your life.

The more you take care of your health now, the less you'll need our care later.

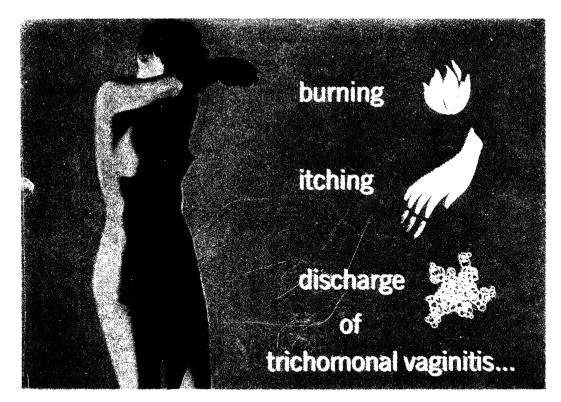


We believe there's more to good health than just paying bills.

The same thing she did in every newspaper in town. And we hope all your patients saw it. So they can bring their trouble to you while you can still do something about it.



We help you by helping your patients.



Flagy I metronidazole brings

clinical cures • microscopic cures • culture cures

For the most widespread form of vaginitis the most widely successful therapeutic agent, Flagyl, is clearly indicated.

In trichomonal vaginitis, most physicians have reported a cure-rate of 95 per cent or more with Flagyl when infected male partners are treated concurrently and when treatment is repeated for occasional refractory infections in women.

This high rate of cure obtained with Flagyl is unparalleled. Only systemically active Flagyl reaches the hidden reservoirs of reinfection in male and female genitourinary tracts.

Indications: Flagyl is indicated only in the treatment of trichomoniasis in both the male and female.

Contraindications: Pregnancy; disease of the central nervous system; evidence or history of blood dyscrasia.

Precaution: Complete blood cell counts should be made before, during and after therapy, especially if a second course is necessary.

Side effects: Infrequent and minor side effects include nausea, metallic taste and furry tongue. Gas-

trointestinal disturbances, flushing and headache sometimes occur, especially with concomitant ingestion of alcohol. The taste of alcoholic beverages may be altered. Other effects, all reported in an incidence of less than 1 per cent, are diarrhea, dizziness, vaginal dryness and burning, dry mouth, rash, urticaria, gastritis, drowsiness, insomnia, pruritus, sore tongue, darkened urine, anorexia, vomiting, epigastric distress, dysuria, depression, vertigo, incoordination, ataxia, abdominal cramping, constipation, stomatitis, numbness or paresthesia of an extremity, joint pains, confusion, irritability, weakness, cystitis, pelvic pressure, dyspareunia, fever, polyuria, incontinence, decreased libido, nasal congestion, proctitis and pyuria. Elimination of trichomonads may aggravate candidiasis.

Dosage and Administration: In women: one 250-mg. oral tablet three times daily for ten days. A vaginal insert of 500 mg. is available for local therapy when desired. When used, one vaginal insert should be placed high in the vaginal vault each day for ten days; concurrently two oral tablets should be taken daily.

In men: When trichomonads are demonstrated, one 250-mg oral tablet twice daily for ten days in conjunction with treatment of his female partner.

Dosage Forms: Oral tablets-250 mg. Vaginal inserts-500 mg.

SEARLE

Research in the Service of Medicine



Tandearil® oxyphenbutazone

Indications: Osteoarthritis, rheumatoid arthritis, rheumatoid spondylitis, psoriatic arthritis, gout, painful shoulder (peritendinit arthritis, gout, painful shoulder (peritendinitis, cap-sulitis, bursitis and acute arthritis of that joint), acute superficial thrombophlebitis, severe forms of a vari-ety of local inflammatory conditions. (In inflamma-tory conditions not involving prolonged or fatal dis-ease, use only when severity of condition balances potential toxicity.)

The drug has no significant unicosuric action but is

of value only in the treatment of acute gouty arthritis.

Contraindications: Edema; dan-

ger of cardiac decompensation; is Edema; dan ger of cardiac decompensation; history or symp-toms of peptic ulcer; renal, hepatic or cardiac damage; history of drug allergy; history of blood dyscrasia. The drug should not be given when the patient is senile or when other potent drugs are

patient is senile or when other potent drugs are given concurrently.

Warning: This drug is an analog of phenylbutazone; sensitive patients may be cross-reactive. It coumarin-type anticoagulants are given simultaneously, watch for excessive increase in pro-thrombin time. Instances of severe bleeding have occurred. Persistent or severe dyspepsia may indicate peptic ulcer; perform upper gastrointestinal x-ray diagnostic tests if drug is continued. Pyrazole compounds may potentiate the pharmacologic action of sulforylurea, sulfonamide-type agents and insulin. Carefully observe patients receiving such therapy. Use with caution in the first trimester of pregnancy, and in patients with throid disease. pregnancy, and in patients with thyroid disea

Precautions: Before prescribing, carefully select patients, avoiding those responsive carefully select patients, avoiding those responsive to routine measures as well as contraindicated patients. Obtain a detailed history and a complete physical and laboratory examination, including a blood count. The patient should not exceed recommended dosage, should be closely supervised and should be warned to discontinue the drug and report immediately if fever, sore throat, or mouth le-

sions (symptoms of blood dyscrasia), sudden weight gain (water retention), skin reactions, black or tarry stools or other evidence of intestinal hemorrhage occur, Make complete blood counts at weekly interoccur. Make complete blood counts at weeky intervals during early therapy and at 2-week intervals thereafter. Discontinue the drug immediately and institute countermeasures if the white count charges significantly, granulocytes decrease, or immature forms appear. Use greater care in the elderly and in hypertensives.

common are nausea and edema. Swelling of the ankles or face may be minimized by withholding dietary salt, reduction in dosage or use of diuretics. In elderly patients and in those with hypertension, in elderly patients and in those with hyperterisor, the drug should be discontinued with the appearance of edema. The drug has been associated with peptic ulcer and may reactivate a latent peptic ulcer. The patient should be instructed to take doses im-The patient should be instructed to take doses immediately after meals or with milk to minimize gastric upset. Drug rash occasionally occurs. If it does, promptly discontinue the drug. Agranulocytosis, exfoliative dermatitis, Stevens-Johnson syndrome, Lyell's syndrome (toxic necrotizing epidemolysis), or a generalized allergic reaction similar to a serum sickness syndrome may occur and require permanent withdrawal of medication. Agranulocytosis can occur suddenly in spite of regular, repeated normal white counts. Stomatitis, salivary gland enlargement, comiting, vertice and languor may occur. Leukemia vomiting, vertigo and languor may occur. Leukemia and leukemoid reactions have been reported. While not definitely attributable to the drug, a causal rela-tionship cannot be excluded. Thrombocytopenic tionship cannot be excluded. Informbocytopenic purpura and aplastic anemia may occur. Confu-sional states, agitation, headache, blurred vision, optic neuritis and transient hearing loss have been reported, as have hyperglycemia, hepatitis, jaundice, hypersensitivity angiitis, pericarditis and several cases of anunia and hematuria. With long-term use, reversible thyroid hyperplasia may occur infrequently. Moderate lowering of the red cell count due

quently. Moderate lowering of the red cell count due to hemodilution may occur.

Dosage in Osteoarthritis, Rheumatoid Spondylitis, Poriatic Arthritis, Plainful Shoulder (peritendinitis, capsulitis, bursitis, acute arthritis of that joint): Initial: 3 to 6 tablets daily in divided doses. Usually unnecessary to exceed 4 tablets daily. A trial period of one week is considered adequate to determine the therapeutic effect of the drug. Maintenance: Effective level often achieved with 1 or 2 tablets daily, should not exceed

4 tablets daily.

Dosage in Acute Gouty Arthritis:

4 tablets immediately, then 1 tablet every 4 hours
until articular inflammation subsides, usually within
4 days. Dosage should not continue beyond 1 week.
Dosage in Acute Supericial
Thrombophlebitis: 6 tablets daily in divided doses for
2 or 3 days, then reduce to 3 tablets daily. Usual
duration of therapy is 5 to 7 days.

Dosage in Severe Forms of a
Variety of Local Inflammatory Conditions: 4 to 6 tablets daily in divided doses for 2 or 3 days, then reduce to 3 tablets daily. Usual duration of therapy is 2
to 7 days.

to 7 days.

In selecting appropriate dosage in any specific case, consideration should be given to the patient's weight, general health, age and any other factors

weight, general neath, age and any other factors influencing drug response.

Availability: Tan, round, sugarcoated tablets of 100 mg. in bottles of 100 and 1000, (B)R-46-800-A

For complete details, please see full Prescribing Information.



Geigy Pharmaceuticals Division of Geigy Chemical Corporation Ardsley, New York 10502

clearing with Tandeari oxyphenbutazon

is above.

Barometer falling, humidity up, storms on the way - storms of pain for many rheumatoid or osteoarthritic patients, the ones who "feel it in their bones".

If aspirin isn't enough for these weather-sensitive patients, consider Tandearil. While it won't clear every arthritic flare-up, most patients do respond within 3 to 4 days. But remember, Tandearil can produce some adverse reactions. So please review the full prescribing information describing patient selection, warnings and contraindications before using. A brief summary

Of course, Tandearil works on sunny days, too.



Scaled for the patient with high-level anxiety

Librium[®] (chlordiazepoxide HCI) 25-mg capsules

Because anxiety varies widely from patient to patient, and even in the same individual, Librium (chlordiazepoxide HCI) is supplied in various dosage strengths to suit the level of anxiety. Thus, during periods of acute emotional stress, the patient may need 25 mg Librium t.i.d. for relief. In mild to moderate anxiety, smaller doses of 5 or 10 mg, given three or four times daily, usually suffice. The resulting improvement in outlook is a characteristic beneau

outlook is a characteristic benefit of Librium therapy, utilized as an adjunct to your counsel and reassurance. Another advantage: Librium may also be used concomitantly with certain specific medications of other classes of drugs, whenever anxiety is a significant component of the clinical profile.

Before prescribing, please consult complete product information, a summary of which follows:

Indications: Indicated when anxiety, tension and apprehension are significant components of the clinical profile.

Contraindications: Patients with known hypersensitivity to the drug.

Warnings: Caution patients about possible combined effects with alcohol and other CNS depressants. As with all CNS-acting drugs, caution patients against hazardous occupations requiring com-

plete mental alertness (e.g., operating machinery, driving). Though physical and psychological dependence have rarely been reported on recommended doses. use caution in administering to addictionprone individuals or those who might increase dosage; withdrawal symptoms (including convulsions), following discontinuation of the drug and similar to those seen with barbiturates, have been reported. Use of any drug in pregnancy, lactation, or in women of childbearing age requires that its potential benefits be weighed against its possible hazards. Precautions: In the elderly and debilitated, and in children over six, limit to smallest effective dosage (initially 10 mg or less per day) to preclude ataxia or oversedation, increasing gradually as needed and tolerated. Not recommended in children under six. Though generally not recommended, if combination therapy with other psychotropics seems indicated, carefully consider individual pharmacologic effects, particularly in use of potentiating drugs such as MAO inhibitors and phenothiazines. Observe usual precautions in presence of impaired renal or hepatic function. Paradoxical reactions (e.g., excitement, stimulation and acute rage) have been reported in psychiatric patients and hyperactive aggressive children. Employ usual precautions in treatment of anxiety states with evidence of impending depression; suicidal tendencies may be present and protective measures necessary. Variable effects on blood coagulation have been reported very rarely in patients receiving the drug and oral anticoagulants; causal relationship has not been established clinically. Adverse Reactions: Drowsiness, ataxia and confusion may occur, especially in the elderly and debilitated. These are

reversible in most instances by proper dosage adjustment, but are also occasionally observed at the lower dosage ranges. In a few instances syncope has been reported. Also encountered are isolated instances of skin eruptions, edema. minor menstrual irregularities, nausea and constipation, extrapyramidal symptoms, increased and decreased libido all infrequent and generally controlled with dosage reduction; changes in EEG patterns (low-voltage fast activity) may appear during and after treatment; blood dyscrasias (including agranulocytosis). iaundice and hepatic dysfunction have been reported occasionally, making periodic blood counts and liver function tests advisable during protracted therapy. Usual Daily Dosage: Individualize for maximum beneficial effects. Oral-Adults: Mild and moderate anxiety and tension, 5 or 10 mg t.i.d. or q.i.d.; severe states, 20 or 25 mg t.i.d. or q.i.d. Geriatric patients: 5 mg b.i.d. to g.i.d. (See Precau-

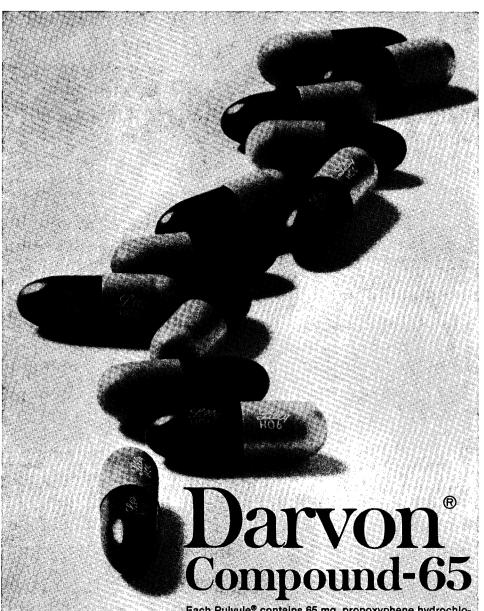
Supplied: Librium®(chlordiazepoxide HCl) Capsules, 5 mg, 10 mg and 25 mg – bottles of 50. Libritabs®(chlordiazepoxide) Tablets, 5 mg, 10 mg and 25 mg – bottles of 100. With respect to clinical activity, capsules and tablets are indistinguishable.

when tablets are preferred:

Libritabs® (chlordiazepoxide)



Nutley, New Jersey 07110

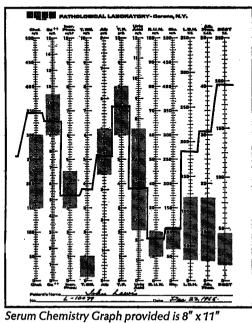


Each Pulvule® contains 65 mg. propoxyphene hydrochloride, 227 mg. aspirin, 162 mg. phenacetin, and 32.4 mg. caffeine.



Additional information available upon request. Eli Lilly and Company Indianapolis, Indiana 46206.

now for your non-hospitalized patients



blood chemistry profiles

run on TECHNICON® Sequential Multiple Analyzer

FOR A 12-TEST BLOOD CHEMISTRY PROFILE

Heretofore available only to patients in a few large hospitals, PATHOLOGICALTABORATORY now provides this rapid automated analytical service for th

A Serum Chemistry Graph of each analys together, superimposed

ten can be mailed in post-paid Patients man be istly Graph and a report in the usual samples are received. Free messenger pick-up is numerical format will be maile available in select areas.

PATHOLOGICAL LABORATORY

40-03 NATIONAL ST., CORONA, N.Y. 11368

send for post-paíd blood sample mailing containers

PATHOLOGICAL LABORATORY • 40-03 National St., Corona, N.Y. 11368
Gentlemen:
☐ Please send additional literature
☐ Please send post-paid containers for blood samples
Dr
Street
City Class
City Zip

PERSONALIZED OFFICE RENTAL PLAN

at the

LEXINGTON PROFESSIONAL CENTER

133 EAST 73 STREET • NEW YORK, N. Y.

PAY ONLY FOR THE TIME & SERVICES USED!!

At the Lexington Professional Center you have a handsomely furnished consultation room and fully equipped treatment room for just the hours you need—no long term commitment, no capital investment.

The modest cost will please you at this prestige medical center—and you will have at your service the finest equipment and facilities, including X-Ray, radio-active isotope scanners, pharmacy *plus* 24 hour telephone answering, receptionist and secretarial services.

Full Time Offices Available, Furnished or Unfurnished
For additional information call Mrs. Ruth Freund, UN 1-9000

LEXINGTON PROFESSIONAL CENTER



133 E. 73rd ST., N.Y., N.Y. 10021

UNiversity 1-9000

Over 5 million prescriptions already filled at Macy*s

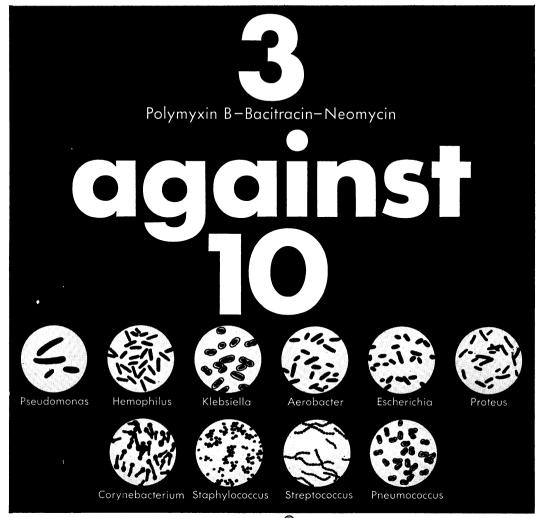
All 13 Macy Prescription Centres satisfy your patients with efficient professional service

- You may phone in your patients' prescriptions (except for narcotics, amphetamines, and barbiturates).
- Your patients may charge their prescriptions on their Macy Shopping Accounts or C-T Plans.
- Your patients may have their prescriptions delivered anywhere free of extra charge.
- We serve your patient with a full line of convalescent and diabetic needs.

- Macy's Herald Square, OX 5-4400
- Macy's Parkchester, TA 8-7000
- Macy's Jamaica, OL 7-9000
- Macy's Flatbush, UL 6-5000
- Macy's Roosevelt Field, PI 6-8200
- Macy's Huntington, AR 1-3000
- Macy's White Plains, WH 6-5015
- Macy's New Haven, Conn. 624-9271
- Macy's Bay Shore, MO 5-8400
- Macy's Queens, AR 1-9100
- Macy's Colonie, 459-1950
- Macy's New Rochelle, 633-7700
- Macy's Smith Haven, 724-4900







'Neosporin' Ointment Polymyxin B—Bacitracin—Neomycin

Overlapping, broad bactericidal coverage.

Nonirritant ointment base; also enhances spreading and penetration.

Precautions: As with other antibiotic products,

prolonged use may result in overgrowth of nonsusceptible organisms, including fungi. Appropriate measures should be taken if this occurs. Articles in the current medical literature indicate an increase in the prevalence of persons allergic to neomycin. The possibility of such a reaction should be borne in mind.

Available: Tubes of 1 oz., 1/2 oz. with applicator tip, 1/8 oz. with ophthalmic tip. The ointment base and the formula of the various sizes are identical, but only the 1/8 oz. tube should be used for ophthalmic purposes.



GREAT AMERICANS

WHO WERE DOCTORS...

. NUMBER FIVE OF A SERIES

Crawford Williamson Long

While still an extremely young physician, Dr. Long was the first to use ether to induce unconsciousness during surgery. A subsequent operation performed by another American surgeon received earlier recognition, but it is to Dr. Long that the credit must go.

WE AT GHI have also had our share of pioneering. Since we were founded back in 1938, we were the *first* in the area to create a successful program to pay for medical care in the hospital, *first* to provide paid-in-full benefits for home and office care, and *first* to provide service benefits for short-term, ambulatory psychiatric care.

Volunteer, nonprofit health insurance can only survive as we know it while it has the support of participating doctors. Your participation will be beneficial to you because you will become a part of an organization that is an integral part of the lives of over one million New Yorkers. It will be beneficial to us because one of GHI's unique advantages is the "service" feature implemented by its participating doctors.

Write to us today for more information about why and how you should participate in GHI. Do it now — while you're thinking about it!



When disease is ruled out and psychic tension is implicated

Valium[®] (diazepam)

helps relax the patient and relieve his somatic symptoms

Before prescribing, please consult complete product information, a summary of which follows:

Indications: Tension and anxiety states; somatic complaints which are concomitants of emotional factors; psychoneurotic states manifested by tension, anxiety, apprehension, fatigue, depressive symptoms or agitation; acute agitation, tremor, delirium tremens and hallucinosis due to acute alcohol withdrawal; adjunctively in skeletal muscle spasm due to reflex spasm to local pathology, spasticity caused by upper motor neuron disorders, athetosis, stiff-man syndrome, convulsive disorders (not for sole therapy).

Contraindicated: Known hypersensitivity to the drug. Children under 6 months of age. Acute narrow angle glaucoma.

Warnings: Not of value in psychotic patients. Caution against hazardous occupations requiring complete mental alertness. When used adjunctively in convulsive disorders, possibility of increase in frequency and/or severity of grand mal seizures may require increased dosage of standard anticonvulsant medication; abrupt withdrawal may be associated with temporary increase in frequency and/or severity of seizures. Advise against simultaneous ingestion of alcohol and other CNS depressants. Withdrawal symptoms have occurred following abrupt discontinuance. Keep addiction-prone individuals under careful surveillance because of their predisposition to habituation and dependence. In pregnancy, lactation

or women of childbearing age, weigh potential benefit against possible hazard.

Precautions: If combined with other psychotropies or anticonvulsants, consider carefully pharmacology of agents employed. Usual precautions indicated in patients severely depressed, or with latent depression, or with suicidal tendencies. Observe usual precautions in impaired renal or hepatic function. Limit dosage to smallest effective amount in elderly and debilitated to preclude ataxia or oversedation.

Side Effects: Drowsiness, confusion, diplopia, hypotension, changes in libido, nausea, fatigue, depression, dysarthria, jaundice, skin rash, ataxia, constipation, headache, incontinence, changes in salivation, slurred speech, tremor, vertigo, urinary retention, blurred vision. Paradoxical reactions such as acute hyperexcited states, anxiety, hallucinations, increased muscle spasticity, insomnia, rage, sleep disturbances, stimulation, have been reported; should these occur, discontinue drug. Isolated reports of neutropenia, jaundice; periodic blood counts and liver function tests advisable during long-term therapy.



Division of Hoffmann-La Roche Inc. Nutley, New Jersey 07110